

#34 How to give the product a more modern look at minimal cost?

Pre-SignUp

Post-SignUp



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#15 Von Restorff effect, #39 Recency illusion

We can identify the least used product components, make cosmetic changes and re-announce them with the appropriate indication on the interface.

#49 Automation bias

We can add a system of smart prompts/reminders/tips based on user behavior patterns. Or, if we can't do it, we may send the user's product usage statistics a few times a week (**#34 Clustering Illusion**).

#22 Framing effect, #20 Contrast effect

We can fundamentally change the way we communicate with users. If earlier we used simple written communication form, we can move on to using pictures/animations. (**#14 Picture superiority effect**). If the situation and our audience allow, we can use humor (**#13 Humor effect**) and small experimental innovations (**#12 Bizarreness effect**). We can also play around with used terminology in the product.

#6 Cue-dependent forgetting

We may periodically remind the user of the good experience they have with our product. The simplest example: the "Most liked photo" function on Facebook, which periodically shows our profile's most popular photos, and so on. We can synchronize timing for showing reminders like this with good events for the user in the product (**#7 Mood-congruent memory bias**). The idea is to show pseudo-AI, to associate with similar features of larger products.

#8 Frequency illusion, #1 Availability heuristics

We can split the upcoming major updates into several small parts and release them at such a frequency that users get the feeling that "everything in our product is constantly being updated."

#61 The Magical Number 7+-2

We can restructure the product into new categories (and new terminology). Suh product optimization will be highly efficient if there are many features scattered across different parts of the product. If we decided to do it, we must avoid significant changes in the most popular product workflows (**#46 Functional fixedness**, **#58 Normality bias**).